

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. Homogenized programming across the nation does not serve the public interest, particularly when that programming can be dictated by an organization with an apparent political bias. Under the guise of impartial public service, and with limited alternative sources of this kind that offer genuinely varied and even handed programming, such as PBS, this approaches a form of deceptively force feeding potentially biased perspectives and opinions to the public. Organs of public interest in a democracy should openly foster diverse perspectives, not stifle them.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.